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What's New At Reside:

"The Residers" Campaign Recognized for Best Practices in Community Impact

The *Upsize Magazine* Business Builders Awards and Seminar event recognizes "some of the fastest-growing and most innovative companies around".



On **October 25th, 2007** - Reside will be recognized as one of the Twin Cities' leaders in the category of "Best Practices in Community Impact". As part of a seminar panel group, Reside will share the story of the birth of our band - [The Residers](#) - and how we have leveraged our unique culture and story to raise awareness and funds for the [KS95 For Kids](#) program.

Join us for this exciting event, and to celebrate the innovation and growth of Twin Cities businesses! Event details and registration information is available on the [Upsize Magazine website](#).

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Reside Builds Strategic Partnership with SDWA Ventures

Reside is pleased to announce our Strategic Partnership with [SDWA Ventures](#) - a provider of advisory services and resources with expertise in marketing technology, marketing services and digital communication. Founding partners - Scott Litman and Dan Mallin - are amongst the most experienced marketers in the country, previously leading the digital marketing and communications business of one of the world's largest advertising firms and providing expert

strategy and implementation to some of America's greatest organizations.

Reside's partnership with SDWA will leverage expertise from across their partner network, to bring greater value and bandwidth to our clients' online initiatives. Visit [SDWA Ventures online](#) to learn more about their business model and affiliate/resource network.

Jennifer Zick Hosts MIMA Summit Panel

Jennifer Zick (Reside's VP Sales & Marketing) was pleased to host a mini-session at the annual MIMA Summit, held on October 3, 2007. The session, titled "Made in Minnesota" featured twelve unique and awe-inspiring interactive projects, developed by local agencies, businesses and individuals. [Listen in to the session podcast.](#)



For more information on the Minnesota Interactive Marketing Association, visit the organization's website at www.mima.org.

Reside published in Upsize Magazine



Check out the August, 2007 edition of *Upsize Magazine* for a fresh perspective on how to **"Make the Web work harder for your business."** The article, written by Reside's vice president of marketing, [Jennifer Zick](#), focuses on the evolution of the Web as a central business platform.

Whether you're a marketer, recruiter, sales manager, or executive - this article is sure to get you thinking about how the Web can uncover new opportunities and solve problems in your organization. [Read the full article here.](#)

Reside featured in Star Tribune

Focus helped firm find its groove
Monday, July 16th, 2007 - Small Business Section

This past July, Star Trib readers saw a suited CEO rockin' out on the front page of the Small Business section. The rocker? Our own Matt Meents. Though Matt can't actually play electric guitar (he wishes!), he does a fine job sharing the attributes of Reside's rockin' culture with Trib readers. [Read the full article here.](#)



Matt Meents "Rocks Out" on the Cities 97 Morning Show

On Friday, July 27th, Reside's CEO was live on the air with local radio station, Cities 97. Making his debut as the featured "Entrepreneur of the Month," Matt shares a bit of perspective on

Reside's "Rockin'" culture. The conversation is worth a listen...but don't be fooled into thinking we're all about rock-n-roll around here! We actually do get down to some serious Web business at Reside. Tune in for a fun sound-off on our unique culture: [Listen to the radio interview here.](#)

Reside's CEO Named as one of Minneapolis-